Exh. 2
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Type of location:

1 VIDEO ARCADE
2 BOWLING ALLEY
3 PIZZA PARLOR

City:

1 SEATTLE
2 LOS ANGELES
3 SAN FRANCISCO
4 DENVER
5 MINNEAPOLIS/ST. PAUL
6 CHICAGO
7 DETROIT
8 HOUSTON
9 TAMPA/ST. PETERSBURG
10 ATLANTA
11 DISTRICT OF COLUMBIA
12 PHILADELPHIA
13 NASSAU/SUFFOLK
14 NEW YORK CITY
15 BOSTON/LOWELL

VIDEO ARCADE GAME SURVEY

My name is _____ and I'm conducting a survey about video games for Opinion Research Corporation of Princeton, New Jersey. I just have a few short questions, and your identity will be kept completely confidential. 5.

1. To begin with, how many video arcade games does your arcade/store have?

_____
(Number)

2. I'm going to read you the names of three video arcade games. For each one, please tell me if you now have it in your arcade/store. 6.

	YES	NO	
Pac Man	1	2	
Phoenix	1	2	
Donkey Kong	1	2	→ TERMINATE INTERVIEW

3. About how long have you had Donkey Kong in your arcade/store? 7.

_____ / _____
(Years) (Months)

4. As you recall, from whom did you buy Donkey Kong?

9 DON'T KNOW/DON'T REMEMBER

5. As far as you know, who makes Donkey Kong?

9 DON'T KNOW

6. Why do you think the game is called Donkey Kong? (PROBE: Where do you think the name comes from?)

7. To the best of your knowledge, was the Donkey Kong game made with the approval or under the authority of the people who produce the King Kong movies?

1 YES
2 NO
3 DON'T KNOW

A 1648

VIDEO ARCADE GAME SURVEY

Conducted for:

TOWNLEY & UPDIKE

OPINION RESEARCH CORPORATION
Princeton, New Jersey

June 1983

ORC Study No. 65438

PURPOSE OF THE SURVEY

The survey reported following was conducted by Opinion Research Corporation at the request of Townley & Updike. The purpose of the survey was to determine the extent to which owners/managers of establishments that have the video arcade game, Donkey Kong, on premises (1) make a connection between it and King Kong and (2) believe that the game was sponsored or authorized by a motion picture organization.

METHODOLOGY

Fifteen SMSAs were selected judgmentally from among the 25 largest to provide geographic representation. Further, it was decided to include three types of establishments: video arcades, bowling alleys, and pizza parlors.

One hundred fifty interviews were to be completed -- ten in each SMSA, distributed as follows: five in video arcades, three in bowling alleys, and two in pizza parlors. The establishments included in the survey were selected randomly from the Yellow Pages listings in each of the 15 SMSAs.

To qualify for an interview, an establishment had to have the Donkey Kong video arcade game on premises at the time of the interview. The respondent within an eligible establishment was the owner or manager.

Interviewing was conducted by telephone from April 12-14, 1983. All interviews were conducted from Opinion Research Corporation's central telephone facility in Princeton by interviewers who are ORC employees. Interviewers were subject to monitoring by supervisory personnel throughout the course of the survey to insure that instructions were carried out and questions were asked properly. The interviewers were not informed of the name of the client or the purpose of the survey.

A copy of the questionnaire is included at the end of this report.

FINDINGS

Distribution of Interviews

The distribution of interviews by type of establishment and geography is shown below:

Type of establishment:	No. of interviews	Percent
Video arcade	75	50
Bowling alley	45	30
Pizza parlor	30	20

Geographic location:	No. of interviews	Percent
East	40	26.7
Boston	9	
Nassau/Suffolk	10	
New York City	11	
Philadelphia	10	
South	40	26.7
Atlanta	10	
District of Columbia	10	
Houston	10	
Tampa/St. Petersburg	10	
Midwest	30	20.0
Chicago	10	
Detroit	10	
Minneapolis/St. Paul	10	
West	40	26.7
Denver	10	
Los Angeles	10	
San Francisco	10	
Seattle	10	

Number of Video Arcade Games

The median number of video arcade games in the establishments interviewed is 16, although the range is from one to 300.

"To begin with, how many video arcade games does your arcade/store have?" (Q.1)

	Total Establishments
1 - 5	26%
6 - 10	14
11 - 15	9
16 - 30	11
31 - 50	19
51 - 100	13
101 +	6
No answer	2
(Number of interviews)	(150)

Median number of games = 16

Length of Time With Donkey Kong

On the average (median) the establishments interviewed have had the Donkey Kong game for just over 11 months.

"About how long have you had Donkey Kong in your arcade/store?" (Q.3)

	Total Establishments
2 months or less	15%
3 - 5 months	9
6 - 11 months	24
12 months	25
13 - 23 months	14
24 + months	8
No answer	5
(Number of interviews)	(150)

Median number of months = 11.1

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Company from Which Donkey Kong Was Purchased

Most respondents either do not know who supplied them with the Donkey Kong game or choose not to reveal the name of the supplier. This is particularly true with respect to pizza parlors. A large number of suppliers were mentioned, but none by more than 2% of the respondents.

"As you recall, from whom did you buy Donkey Kong?" (Q.4)

	Total Establishments	Video Arcades	Bowling Alleys	Pizza Parlors
Don't know; no answer	53%	45%	49%	80%
A specific company named*	47	55	51	20
(Number of interviews)	(150)	(75)	(45)	(30)

*No individual firm mentioned by more than 2%.

Manufacturer of Donkey Kong

There is a considerably different picture with respect to the manufacturer of Donkey Kong. While about half of the respondents say they do not know the manufacturer, over half of the video arcade owners/managers name Nintendo as the manufacturer. The next most frequent answer is either a Japanese company or some response that is similar to or suggestive of Nintendo.

"As far as you know, who makes Donkey Kong?" (Q.5)

	Total Establishments	Video Arcades	Bowling Alleys	Pizza Parlors
Nintendo	31%	55%	9%	7%
Japanese company; a response something like Nintendo	8	5	9	13
Atari	3	1	4	3
Other	9	11	7	7
Don't know; no answer	49	28	71	70
(Number of interviews)	(150)	(75)	(45)	(30)

Reason the Game Is Called "Donkey Kong"

When asked why they think the game is called Donkey Kong, again over half the respondents say they do not know. Among the rest, however, the most frequent answer relates in some way directly to King Kong. A few others mention a gorilla, ape, or monkey or say it is from the movie without referring specifically to King Kong.

"Why do you think the game is called Donkey Kong? (PROBE: Where do you think the name comes from?) (Q.6)

	Total Establishments	Video Arcades	Bowling Alleys	Pizza Parlors
King Kong; take off from King Kong; picture of King Kong	21%	17%	16%	37%
Gorilla; ape; monkey; gorilla and girl	7	11	4	0
From the movie (no specific mention of King Kong)	2	4	0	0
Means something in Japanese; Japanese word for monkey; because of translation	8	13	2	3
Other	7	4	14	7
Don't know; no answer	55	51	64	53
(Number of interviews)	(150)	(75)	(45)	(30)

Following are some typical comments referring to King Kong:

"I guess it has to do with King Kong because there is no Donkey." (Pizza, San Francisco)

"Kong comes from King Kong." (Pizza, Denver)

"King Kong." (Pizza, Detroit)

"Probably from King Kong." (Bowling Alley, San Francisco)

"From King Kong." (Bowling Alley, San Francisco)

"I guess because of the gorilla -- King Kong." (Video Arcade, Nassau/Suffolk)

"The donkey confuses me. I guess they could not name it King Kong." (Video Arcade, Nassau/Suffolk)

"Probably from the King Kong movie." (Video Arcade, Houston)

(Comments continued)

"They couldn't call it King Kong because that is copyrighted. So picked some animal that could take place or relate to King Kong." (Video Arcade, Detroit)

"Ape -- King Kong." (Video Arcade, Denver)

"I heard donkey is the Japanese word for ape. It's obviously a take-off from King Kong." (Video Arcade, Los Angeles)

"I don't know. The only reason is because of the picture of King Kong. Right, that's it." (Video Arcade, Los Angeles)

"From the King Kong version. From the ape." (Video Arcade, District of Columbia)

"Gorilla -- King Kong." (Video Arcade, Boston)

Donkey Kong Made With Approval of Those Who Produce King Kong Movies

In response to a direct question as to whether the Donkey Kong game was made with the approval or under the authority of those who produce the King Kong movies, about two-thirds of the respondents say they do not know. Opinion is evenly divided among the other respondents.

"To the best of your knowledge, was the Donkey Kong game made with the approval or under the authority of the people who produce the King Kong movies?" (Q.7)

	Total Estab-lishments	Video Arcades	Bowling Alleys	Pizza Parlors
Yes	18%	17%	13%	27%
No	17	20	13	13
Don't know	65	63	74	60
(Number of interviews)	(150)	(75)	(45)	(30)

SUMMARY

A majority of respondents do not know (or choose not to reveal) the name of the supplier from whom they obtained the Donkey Kong game.

About half of all respondents do not know the name of the manufacturer of Donkey Kong, but among video arcade owners/managers over half name Nintendo.

> Of those who venture to name the manufacturer, 61% name Nintendo among all respondents and 76% among video arcade owners/managers.

A majority of all three groups say they do not know why the game is called Donkey Kong. The most frequently given answer (21%) specifically mentions King Kong. Among those who give a response (45%), 47% cite King Kong. If mentions of a gorilla or ape and "from the movie" are included, the proportion of answers relating either directly or indirectly to King Kong increases to 30% among all respondents and to 67% among those who give a response.

About two-thirds of all respondents say they do not know if the Donkey Kong game was made with the approval or under the authority of those who produce the King Kong movies. Fewer than one in five believe there was such approval.

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